

1

2

3

organised under the aegis of BCCI. The agreement is valid for a period w.e.f. January, 2000 to September, 2004. M/s. Buddha Films will be paying Prasar Bharati a total sum of Rs. 450 crores during this period

3. M/s. Stracon-TWI

Agreement with M/s. Stracon-TWI combine for a period w.e.f. January 2000 to September, 2004 for marketing, outside India, the telecast of cricket events organised by BCCI for which Prasar Bharati will receive a sum of US \$ 43,750,000.

(c) and (d) Programme matters of Doordarshan fall within the purview of Prasar Bharati and Government does not interfere in them. Prasar Bharati has intimated that Doordarshan has an in-house Committee which considers all the proposals for all Doordarshan programmes keeping in view its commitments as a Public Broadcaster and the requirements of revenue generation.

Committee of Ministers for Indian Entertainment Industry

4028. SHRI SURESH PACHOURI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a Committee of Ministers of nine States has been set up recently to look into problems of the Indian Entertainment Industry; and

(b) if so, the details thereof, including the specific issues likely

[23 April, 2001]

RAJYA SABHA

to be considered and a time frame fixed for making recommendations?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Yes, Sir. Details are given in the Statement (*See below*). No specific time frame has been prescribed for the Committee to submit its recommendations.

Statement

Details of Committee of Minister for Indian Entertainment Industry

The composition of the Committee constituted vide this Ministry's Order No. 103/1/2001 dated 14.2.2001 is as follows:

- (i) Union Minister of Information And Broadcasting—Chairperson,
- (ii) Union Minister of State for Information and Broadcasting —Vice Chairman,
- (iii) Minister in charge of Information & PR, Government of Assam,
- (iv) Minister in charge of Information & PR, Government of Gujarat,
- (v) Minister in charge of Information & PR, Government of Jammu & Kashmir,
- (vi) Minister in charge of Information & PR, Government of Jharkhand,
- (vii) Minister in charge of Information & PR, Government of Karnataka,
- (viii) Minister in charge of Information & PR, Government of Maharashtra,
- (ix) Minister in charge of Information & PR, Government of Mizoram,
- (x) Minister in charge of Information & PR, Government of Rajasthan,
- (xi) Minister in charge of Information & PR, Government of Tamil Nadu,

The terms of reference of the Committee are:

- (i) To suggest a policy framework, both at the Centre and in the States, conducive for nurturing the entertainment sector;
- (ii) To recommend changes in the legislative and regulatory framework due to the changing/evolving canvas of the entertainment sector;
- (iii) To identify the additional infrastructure needs in terms of *inter-alia*, education, training, software production facilities, exhibition etc.
- (iv) To suggest measures for boosting exports;
- (v) To identify ways for providing finance for cinema;
- (vi) To review the taxation regime and recommend changes which could be made conducive to greater revenue generation, and at the same time, also encouraging the entertainment sector;
- (vii) Any other issue related or incidental for achieving the potential of the entertainment sector.

Undesirable Advertisements on TV Channels

4029. DR. C. NARAYANA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether there is any scrutinizing machinery of Government to decide the undesirable elements in commercial advertisements on TV screens including private channels;
- (b) if so, the details thereof; and
- (c) if not, whether Government consider it necessary to have such an agency to keep up sound advertisement traditions, particularly in the light of recent withdrawal of an offending advertisement of toothpaste?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) In so far as Doordarshan is concerned, it previews storyboards of all proposed advertisements to ensure that they are in accordance with Doordarshan's Code for 'Commercial Advertising', which *inter-alia*,